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FREE AGENT GUIDE

Churn Prevention

Score any at-risk account 0 to 100 and get the exact re-engagement play to run, including the move the moment a champion quits.

Comment CHURN on the video
or go to learnaiwithdany.com/agents/churn-prevention

2026-08-29

What it does

Churn Prevention takes one account, its usage numbers, its NPS trend, its support tickets, whether the champion just left, and turns that into a 0 to 100 health score split across product usage, engagement, and relationship health. Below 50 it lands the account in the Red tier and hands you a step by step critical intervention play. It also runs a dedicated champion departure protocol, since a champion leaving is the single biggest churn predictor the skill tracks.

The video script says it "watches usage drops, engagement, and champion departures, scores the risk, and triggers a re-engagement play." That holds up. We tested it on an invented account (fictional company, fictional churn signals, no real customer data) with a 42% usage drop, a champion who'd just left, and a dropping NPS score. It came back with a real 19/100 score, correctly placed it in the Red tier, and produced the matching intervention play and champion departure protocol, both traceable line by line to the skill's own tables. One honest caveat on the word "triggers": this is a markdown skill you run inside Claude Code, not a live monitoring system. It doesn't watch your CRM in the background and fire alerts on its own. You feed it the signals for an account, and it does the scoring and playbook writing for you, on demand.

The repo's own install scripts gave us real trouble though. Its recommended `install.sh` path silently installs nothing on a machine without the `gh skill` extension, and its alternative `cc-gtm.py` script crashes outright on Python 3.9 or 3.11, the versions many Macs still ship with by default. Neither is a flaw in the skill's actual content. The fix is a one line manual copy, covered below.

Who it is for

Anyone doing customer success or account management without a dedicated CS platform: a founder running post-sale relationships themselves, a solo CSM, or a small team that doesn't have Gainsight or Vitally. It replaces the job of manually noticing an account has gone quiet and figuring out what to do about it, and gives you a defensible, structured answer instead of a gut call.

Before you start

- Claude Code installed and working on your machine
- `git` installed (to clone the repo)
- Python 3.12 or newer, only if you want to use the repo's own `cc-gtm.py` installer (not required, see Install)
- No API key, no account signup, no paid tool. The skill is plain markdown plus a small Python validator script
- Install took about 10 minutes in testing, most of that was working around the two installer bugs below before landing on the simple manual copy

Install

Step 1: Clone the repo into a scratch folder

This downloads the full `gtm-skills` repository, which contains 211 skills including Churn Prevention.

```
git clone https://github.com/LeadMagic/gtm-skills.git
```

Step 2: Copy just the Churn Prevention skill into your project

This copies only the one skill folder into your own project's Claude Code skills directory. It's fully self-contained, everything it needs is already inside this one folder.

```
mkdir -p .claude/skills
cp -R gtm-skills/skills/growth/churn-prevention .claude/skills/churn-prevention
```

Step 3: Open your project in Claude Code and confirm it loaded

This makes Claude Code aware the skill exists so it can use it when you ask about churn or retention.

```
claude
```

Then ask it: "what skills are available in .claude/skills?" It should list churn-prevention.

Run it

Sample input used in testing (invented account, not a real company): a SaaS vendor called Ledgerloop, customer Bramwell and Voss Freight, \$38,000 a year, renewal in 45 days. Usage down 42% over 30 days, no login for 16 days, NPS dropped from 8 to 5, the VP of Finance who championed the deal left 12 days ago with no replacement named yet, and there's an unresolved support ticket.

Abbreviated real output:

```
Product Usage: 8/40
Engagement: 6/30
Relationship Health: 5/30
Total score: 19/100 -> Red tier (<50)

Re-engagement play: Red, Critical Intervention
1. CSM calls within 24 hours, not email
2. Name the specific signal directly: "We noticed usage
   dropped about 40% this month, how can we help?"
3. Build a 30-day success plan
4. Request an executive sponsor call, renewal is in 45 days
5. Weekly check-ins until the score clears yellow

Champion departure protocol triggered: congratulate on
LinkedIn, ask for an intro to the replacement, escalate to
the executive sponsor if no replacement is named in 2 weeks
```

Troubleshooting

install.sh runs but reports installed=0, failed=1. Your GitHub CLI doesn't have the gh skill extension installed, which is what the script relies on. Skip it and use the manual copy in Step 2 above instead, it's simpler and doesn't depend on gh at all.

cc-gtm.py crashes with SyntaxError: f-string expression part cannot include a backslash. That script needs Python 3.12 or newer. Check your version with `python3 --version`. If you're on an older Python, use the manual copy in Step 2 instead, it has no version requirement.

The bundled check-output.py validator says FAIL, missing terms: retention on a deliverable that's clearly complete. That script is a simple keyword check, it's just looking for the literal word

"retention" somewhere in the text, not judging quality. Add the word once anywhere in your output and it'll pass. Don't take a fail here as a sign your actual churn analysis is wrong.

Credit

Built by LeadMagic (<https://github.com/LeadMagic/gtm-skills>), MIT license, 53 stars at test time. Two corrections to the repo's own docs: `install.sh` claims it falls back to a dependency-free copy path when GitHub CLI's skill installer isn't available, but in testing it only falls back when the `gh` binary itself is missing entirely, not when the `gh skill` subcommand errors, so it can report 0 installed with no working fallback. Separately, `scripts/cc-gtm.py` requires Python 3.12 or newer to even parse, which isn't stated anywhere in the docs, and it hard-crashes on Python 3.9 and 3.11.

The full write-up, with the PDF and every guide, lives free at learnaiwithdany.com. Comment CHURN on the video to get this link sent to you directly.

RECAP

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